

**CONSUMER PREFERENCE FOR NATIONAL
VERSUS STORE BRANDS OF BREADS IN
BANGALORE CITY**

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MBAL 1010

**DEPARTMENT OF AGRICULTURAL MARKETING,
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UNIVERSITY OF AGRICULTURAL SCIENCES**

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*Project Report submitted to the
University of Agricultural Sciences, Bangalore
in partial fulfillment of the requirements for the degree in*

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(Agribusiness Management)

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Affectionately dedicated

To

My Beloved Parents,

Friends

&

My Guide

**DEPARTMENT OF AGRICULTURAL MARKETING,
CO-OPERATION AND BUSINESS MANAGEMENT
UNIVERSITY OF AGRICULTURAL SCIENCES
GKVK, BANGALORE**

CERTIFICATE

*This is to certify that the Project Report entitled, “**CONSUMER PREFERENCE FOR NATIONAL VERSUS STORE BRANDS OF BREADS IN BANGALORE CITY**” submitted by **Ms. JAYATI SRIVASTAVA, ID No. MBAL 1010**, in partial fulfillment of the requirement for the degree of **MASTER OF BUSINESS ADMINISTRATION (Agribusiness management)** to the University of Agricultural Sciences, GKVK, Bangalore, is a record of bonafide research work carried out by her during the period of her study in this University under my guidance and supervision and the project work has not previously formed the basis for the award of any degree, diploma, associate ship, fellowship or other similar titles.*

Bangalore

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(Jayati Srivastava)

**CONSUMER PREFERENCE FOR NATIONAL VERSUS STORE BRANDS
OF BREADS IN BANGALORE CITY**

JAYATI SRIVASTAVA

ABSTRACT

The present study on consumer preference for national versus store brands of breads in Bangalore city was undertaken for the year 2012-13 in Bangalore city of Karnataka. Descriptive statistics, percentage analysis, chi-square and Garret ranking tools were used to analyse the data. The findings of the study indicated that for purchasing of bread the characteristics such as softness, quality, hygiene and price are considered at most. Most preferred bread are fruit bread (25.70 %), followed by sweet bread (23.69 %) and sandwich bread (19.67 %). Unbranded bread is preferred in higher percentage (61.25 %) in Bangalore city. Reason for preference is popularity of store brands is more as compared to the national brands. The study also indicated that sample consumer is loyal to the brand they purchase and confirmed to use the same brands of breads (76.25 %). Short shelf life, storage value, low margin, rise in cost of fuel, tough competition, keeping quality, salary of marketing personal are some of the major constraints in marketing of bread. Lower price, brand awareness, brand image, appearance, nutrients content, quality and shelf life are some of the problems encountered for production of bread. Thus, major problem with bread brand popularity is Lack of brand awareness. Hence there is a great need to commercialise the bread and create more brand awareness through advertisement, media, and through proper marketing channel.

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ಬೆಂಗಳೂರು ನಗರದಲ್ಲಿ ಬ್ರೆಡ್ ರಾಷ್ಟ್ರೀಯ ವಿರುದ್ಧ ಸ್ಟೋರ್ ಬ್ರಾಂಡ್‌ಗಳು ಗ್ರಾಹಕರ ಆದ್ಯತೆ

ಜಯತಿ ಶ್ರೀವಾಸ್ತವ

ಸಾರಾಂಶ

ಬೆಂಗಳೂರು ನಗರದಲ್ಲಿ ಬ್ರೆಡ್ ರಾಷ್ಟ್ರೀಯ ವಿರುದ್ಧ ಮಳಿಗೆಯ ಬ್ರಾಂಡ್‌ಗಳು ಗ್ರಾಹಕರ ಆದ್ಯತೆಗೆ ಪ್ರಸ್ತುತ ಅಧ್ಯಯನದ ಕರ್ನಾಟಕ ಬೆಂಗಳೂರು ನಗರದಲ್ಲಿ ವರ್ಷದ 2012 13 ಕೈಗೊಳ್ಳಲಾಗಿತ್ತು. ವಿವರಣಾತ್ಮಕ ಸಂಖ್ಯಾಶಾಸ್ತ್ರ, ಶೇಕಡಾವಾರು ವಿಶ್ಲೇಷಣೆ, ಕ್ರೆ ಸ್ಕೆರ್ ಮತ್ತು ಗ್ಯಾರೆಟ್ ಶ್ರೇಣಿಯ ಸಾಧನಗಳನ್ನು ದಶಮಾಂಶ ವಿಶ್ಲೇಷಿಸಲು ಬಳಸಲಾಯಿತು. ಈ ಅಧ್ಯಯನದ ಪ್ರಕಾರ ಬ್ರೆಡ್ ಖರೀದಿಗೆ ಮೃದುತ್ವದ, ಗುಣಮಟ್ಟ, ನೈರ್ಮಲ್ಯ ಮತ್ತು ಬೆಲೆ ಮಾಹಿತಿ ಗುಣಲಕ್ಷಣಗಳನ್ನು ಹೆಚ್ಚೆಂದರೆ ಪರಿಗಣಿಸಲಾಗುತ್ತದೆ ಸೂಚಿಸಿತು. ಅತ್ಯಂತ ಆದ್ಯತೆಯ ಬ್ರೆಡ್‌ಗಳೆಂದರೆ ಸಿಹಿ ಬ್ರೆಡ್ (23.69%) ಮತ್ತು ಸ್ಯಾಂಡ್ವಿಚ್ ಬ್ರೆಡ್ (19.67%) ಹಾಗೂ ಹಣ್ಣು ಬ್ರೆಡ್ (25.70%), ಅನ್ಯಾಂಡೆಡ್ ಬ್ರೆಡ್ ಬೆಂಗಳೂರು ನಗರದಲ್ಲಿ ಹೆಚ್ಚಿನ ಶೇಕಡಾವಾರು (61.25%)ನಲ್ಲಿ ಲಭಿಸುತ್ತದೆ. ಯಾಕೆಂದರೆ ರಾಷ್ಟ್ರೀಯ ಬ್ರಾಂಡ್‌ಗಳನ್ನು ಹೋಲಿಸಿದರೆ ಮಳಿಗೆಯ ಬ್ರಾಂಡ್‌ಗಳು ಜನಪ್ರಿಯತೆಯನ್ನು ಹೆಚ್ಚು ಆಗಿದೆ. ಅಧ್ಯಯನದ ಸಹ ಮಾದರಿ ಗ್ರಾಹಕ ಬ್ರೆಡ್ ಖರೀದಿಸಲು ಬ್ರಾಂಡ್ ನಿಷ್ಠತೆಯನ್ನು ಸೂಚಿಸುತ್ತದೆ ಮತ್ತು ಒಂದೇ ಬ್ರೆಡ್ ಬ್ರಾಂಡ್ (76.25%) ಬಳಸಲು ದೃಢಪಡಿಸಿದರು. ಇಂಧನ ಏರಿಕೆ, ಕಠಿಣ ಸ್ಪರ್ಧೆ ವೆಚ್ಚದಲ್ಲಿ ಕಡಿಮೆ ಶೇಖರಣಾ ಜೀವಿತಾವಧಿಯನ್ನು, ಶೇಖರಣಾ ಮೌಲ್ಯ, ಕಡಿಮೆ ಲಾಭ, ಏರಿಕೆ, ಗುಣಮಟ್ಟ ಕೀಪಿಂಗ್, ಮಾರಾಟ ವೈಯಕ್ತಿಕ ವೇತನದ ಮಣಿ ಮಾರುಕಟ್ಟೆ ಪ್ರಮುಖ ನಿರ್ಬಂಧಗಳಾಗಿದ್ದವು ಕೆಲವು. ಕಡಿಮೆ ಬೆಲೆ, ಬ್ರಾಂಡ್ ಅರಿವು, ಬ್ರಾಂಡ್ ಚಿತ್ರ, ಪಾತ್ರ, ಪೌಷ್ಟಿಕಾಂಶಗಳ ವಿಷಯ, ಗುಣಮಟ್ಟ ಮತ್ತು ಕಡಿಮೆ ಶೇಖರಣಾ ಅವಧಿ ಬ್ರೆಡ್ ತಯಾರಿಕೆಯಲ್ಲಿನ ಕೆಲವು ತೊಂದರೆಗಳಾಗಿದ್ದವು. ಆದ್ದರಿಂದ, ಬ್ರೆಡ್ ಬ್ರಾಂಡ್ ಜನಪ್ರಿಯತೆಗೆ ಪ್ರಮುಖ ಸಮಸ್ಯೆ ಬ್ರಾಂಡ್ ಜಾಗೃತಿ ಕೊರತೆ ಆಗಿದೆ. ಆದ್ದರಿಂದ ಬ್ರೆಡ್ ವಾಣಿಜ್ಯೀಕರಣಕ್ಕೆ ಮತ್ತು ಜಾಹೀರಾತು, ಮಾಧ್ಯಮ ಮತ್ತು ಸರಿಯಾದ ಮಾರುಕಟ್ಟೆ ವ್ಯವಸ್ಥೆ ಮೂಲಕ ಮೂಲಕ ಬ್ರಾಂಡ್ ಜಾಗೃತಿ ಮೂಡಿಸುವುದು ಅಗತ್ಯವಿದೆ.

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ಡಾ|| ಜಿ. ಎನ್. ನಾಗರಾಜ

ಪ್ರಧಾನ ಸಲಹೆಗಾರರು

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INTRODUCTION

CHAPTER I

INTRODUCTION

India is the second largest wheat producing country in the world next only to China. The present production of wheat in India is about 72 million tonnes indicating six fold increase in the three decades due to onset of green revolution. The five major wheat producing states in India are U.P., Punjab, Haryana, Bihar and Himachal Pradesh. Unlike in other economically developed nations, bulk of the wheat produced in our country is processed into whole wheat flour for use in various traditional products. About 10 per cent of the total wheat produced is processed into different products like Maida, Suji, Atta, etc. in roller flour mill, which forms the main raw material for bakery and pasta industry. In spite of small quantities of wheat processed in a roller flourmill for use in bakery products, milling and baking industry still remains the largest organized food industry in the country.

Bakery industry today has an important place in the industrial map of the Country. The bakery industry comprises mainly of bread, biscuits, cakes and pastries manufacturing units. Though there are several large and small scale organised units, manufacturing both bread and biscuits, most of the bakery products in India are being produced by unorganized small family units. Bakery products once considered as a sick man's diet have now become essential food items of vast majority of population in India. It is becoming popular even in places where rice has been the staple food. The contributing factors for the popularity of bakery products are urbanisation resulting in increased demand for ready to eat convenient product, availability at reasonable cost, greater nutritional quality, availability of varieties with different textural and taste profiles and better taste. The bakery products have become popular among all

cross section of populations irrespective of age group, and economic conditions. Bakery is a traditional activity and occupies an important place in food processing industry. Despite the advent of fully automatic and semi-automatic bread as well as biscuit making plants, a sizeable number of people still prefer fresh bread and other products from bakery. With growing population and preference for fresh and ready-to-eat convenient food items, demand for bakery products is steadily increasing.

Bakery industry is the largest of all the food processing sectors in India. The entire Bakery industry is estimated to be worth Rs. 18,293 crores. Biscuits which is the dominant category, is estimated to be Rs. 10,500 crore, growing at 18 per cent per annum. Breads are second bigger category within Bakery Industry. It adds another Rs. 4500 crore and is growing at modest 7 per cent per annum; Cakes comprise Rs. 1066 crore and growing at 18 per cent per annum. The fastest growing products in the Bakery Industry are pizzas, burgers and pastries such as mousse cakes, fresh cream pastries, croissants, flavoured muffins and flavoured breads. Higher disposable incomes, busy lifestyles of the consumers and their willingness to try are all contributing to the rapid growth of these products. In Biscuits category, cream and specialty biscuits are leading the charge.

Since the invention of bread, bread has been a staple of the human diet. It is so influential that even now, a shortage of bread is synonymous with hard times. Because of bread importance, it has become synonymous with both friendliness, with the Russian word for hospitality being a concatenation of the words for “bread” and “salt”, and currency (as in the English “breadwinner”, amongst others). Bread even plays an important religious significance, as a “staff of life.” For the near future, bread will continue to remain an integral part of much of the

world's diet. Bread is a "soft" solid, whose main components are its crumb and its crust. The main ingredients of a basic dough are flour, water, leavening (chemical or biological), and sodium chloride. However, many other ingredients can be successfully integrated into bread dough. The staling of bread can be defined as the decrease in consumer acceptance caused by changes in the crumb and crust undue to microbiological action. Since eighty per cent of bakery sales are impulse purchases motivated by perceived freshness, the qualities of bread that indicate freshness are crucial to any acceptable loaf. There are many methods for determining the staling of bread, be it simple visual inspection, taste testing, analyzing the amylose and amylopectin levels, magnetic resonance imaging (MRI) analysis, or monitoring the moisture content.

1.1 The History of Bread

It is estimated that the first bread was made around 10000 years BC or over 12,000 years in the past. This bread was more than likely flatbread, similar to a tortilla, made simply of ground grains (flour) and water that was mashed and baked. The first tools and implements used in the making of bread are dated to about 8000 years BC. Egypt is attributed with popularizing the art of making bread. Egyptians are considered to be the agricultural pioneers of the old world, probably benefiting from interactions with Samaria.

The closed oven was invented circa 3000 BC and allowed for more varieties of bread to be produced. It is around this time that leavened bread is first described – bread with yeast added so that it would rise during production. Refined grains were considered superior and therefore were prevalent in the higher courts, so the poorer populations used barley and sorghum in their breads.

1.2 Biblical Era

Around 1000 BC the Mosaic laws were introduced. These laws, in the books of Leviticus and Deuteronomy, contained instructions to the nation of Israel regarding proper food preparation. When the Hebrew people fled Egypt during the legendary Exodus, they were forced to make unleavened (flat) bread in their haste. Leviticus declares a feast commemorating the exodus using flatbread.

Bread is a common symbol of bounty in the bible Leviticus 21:22 declares; He shall eat the bread of his God. When the people of God were lost in the wilderness, they were fed manna, which was described as bread from heaven. The Christian Savior, Jesus Christ, is called the Bread of Life. The bible also gives one of the earliest recipes for sprouted grain bread. It reads, in Ezekiel 4:9-17: Take though also unto thee wheat, and barley, and beans, and lentils, and millet, and fitches, and put them in one vessel, and make thee bread thereof, according to the number of days that thou shalt lie upon thy side, three hundred and ninety days shalt thou eat thereof While more than a year of nothing but this bread sounds like quite a marathon diet, analysis of products today using the same recipe show that it was a well-balanced, nutritious bread that yielded plenty of protein, fiber, carbohydrate, and healthy fat.

1.3 Early Greek

In 400 BC, around the time when Socrates was providing sage dietary advice, Plato imagined an ideal world. In this world, men would live to a ripe old age. Their main source of sustenance would be whole grain bread from local wheat. 168 BC saw the establishment of baker's guilds in Rome. Bread even played a major role in politics when, in 40 BC, as part of a campaign, it was decreed that bread should be freely distributed to every male adult.

1.4 Middle Ages

In 1202 AD, English laws were passed to regulate the production of bread. While many people are aware of the differences between whole grain (brown) bread and white breads, few realize that it caused quite a stir in 1307 when the white bread bakers and brown bread bakers split to form separate guilds. It was not until two centuries later, in 1569, that the guilds were reunited and called the Worshipful Company of Bakers.

1.5 The Age of Refined Bread

As early as 1826, the whole grain bread used by the military was called superior for health to the white, refined bread used by the aristocracy. In fact, the term refined today comes from this fact. Before the industrial revolution, it was more labor consuming (and therefore costly) to refine in bread, so white bread was the main staple for aristocracy. This made them refined. 20th Century. In 1910, Americans were eating 210 pounds of wheat flour every year. The commercial bread-slicing machine was invented in 1912 by Otto Rohwedder, and unveiled in 1928. The 1930s saw the United States pursue a diet enrichment program to begin fortifying breads with vitamins and minerals after their discovery in the late 1920s. In 1941, calcium was added to help prevent rickets, observed in many female recruits to the military. In 1956, it became the law to enrich all refined breads. By 1971 consumption of white bread had dropped to around 110 pounds per year, but by 1997 (possibly due in part to the low fat, high carbohydrate craze and the food pyramid) consumption was up to 150 pounds still 60 pounds shy of the fit, trim Americans at the turn of the century.

Bread is a hygienically manufactured and packed snack food product available at comparatively cheap prices. Major consumers of bread are people from the lower middle class and economically weaker

segments consuming more than 90 per cent of the bread industry's total production. Bread is low margin-high volume based processed food and bread making is a labor intensive process. Bread is the cheapest and basic instant food available for consumption. Though bread is not a staple food in the country, its consumption has increased over the years. In India it is still a secondary staple food when compared to chapatti, Puri or rice.

Bread is generally a highly perishable item, which has a shelf life of maximum of 72 hours in a tropical country like India. The government has made it mandatory to stamp the date and time of manufacture and the date and time of expiry on the packet. Therefore, once the bread is baked and packed, any baker will make it a point that it reaches the market at the earliest.

1.6 Per capita consumption

The per capita consumption of bread in India is only around 1.5 kg to 1.75 kg/person in various zones. The consumption pattern in four zones is

- Northern States: 27%
- Southern States: 32%
- Western States: 23%
- Eastern States: 18 %

1.7 Size of the Indian bread Industry

The Bread industry is low - tech and low margin industry. In 1977, the Government of India had reserved bread industry for small scale industries (SSI). The then existing two large units viz., Britannia Industries Limited(BIL) and Modern Food Industries Ltd.(MFIL) were, however, allowed to continue on the basis of their respective existing

installed capacity. Thirty five per cent of the total production comes from the small scale sector with about 1500-1800 units in operation. The organized sector accounts for 20 per cent of the total production. The balance production comes from the un-organized traditional bakery units operating under cottage/tiny sector numbering approximately 65,000 units in the country. The two major players i.e. BIL & MFIL are having a market share of 10-12 per cent and 7-8 per cent, respectively. Apart from these two, there are few large regional players such as Spencer's in South India, Vibbs in Maharashtra, Harvest Gold and Perfect in Delhi, etc.

Bread being consumed by wide cross-section of the society, the marketing of bread is based on a strong retail distribution network which services the customers. As bread industry is a low margin business, cost control is crucial in sustaining profitability in the long run. The total market size of bread industry is 4 million tonnes industry growing at the rate of 6 per cent and is expected to grow at the same rate in the medium term. However the organized sector is growing at the rate of 8 per cent. In 2006-07, the total production of the organised sector has been estimated at 18 lakh tonnes.

The bread industry, consist of organised and unorganised sectors, contributing around 45 per cent and 55 per cent of the total bread production respectively. The organised sector consists of around 1800 small scale bread manufactures around the country, besides 25 medium scale manufacturers and 2 large scale industries which were permitted to continue on the basis of their installed capacity in 1976 when the Government of India reserved bread industry for the small sector. The unorganised sector of bread units/neighborhood bakeries etc. consist of an estimated 75,000 bread bakers mostly located in residential areas of cities and towns. Thirty five per cent of the total production comes from

the small scale sector with about 1500-1800 units in operation. As bread industry is a low margin business, cost control is crucial in sustaining profitability in the long run.

1.8 Market Potential

The bakery units are unevenly spread among States. These are mainly concentrated in the States of Maharashtra, West Bengal, Andhra Pradesh, Karnataka and Uttar Pradesh. Industrially advanced States like Maharashtra and West Bengal have very large number of bakery units. The per capita consumption is very high in industrialized States like Maharashtra and West Bengal. The Biscuits are becoming quite popular in rural areas as well. Nearly 55 per cent of the biscuits are consumed by rural sector. The higher consumption of biscuits in rural area could be attributed to its position as a snack, longer shelf life and better taste which is liked by different cross sections of population. There is no marketing problem as every shop is a market for wafer biscuits. Bakery products still remain the cheapest of the processed ready to eat products in the country. The production of Bakery products has increased from 5.19 lakh tonnes in 1975 to 18.95 lakh tonnes in 1990 recording four-fold increase in 15 years. Among the bakery products, biscuits occupy an important place as they contribute over 33 per cent of total products processed. Over 79 per cent of the biscuits are produced by small scale sector consisting of both factory and non-factory units. The growth rate for bakery products is estimated at an average of 9.8 per cent per annum. The demand for bakery products will continue to increase in future. The estimated growth rate of 9.8 per cent is on the lower side considering the present potentiality of bakery products, particularly in rural areas, where about 70 per cent of the population lives. Encouraging trends in consumption of bakery products by population of lower and middle income groups indicate vast scope for consideration of nutritional enrichment of bakery products.

Table 1.1 Lists of National and Store Brand of Breads

Sl. No.	Store Brands	National Brands
1.	Daily fresh	Modern bread
2.	Iyengar's	Harvest gold
3.	V B bakery	Britannia bread
4.	Koshy's bread	Hindustan
5.	bake n cake	Niligiris
6.	Ovens only bakery	Bread works
7.	SPV foods	French loaf
8.	Local	Farm Fresh
9.	MM Karim	Monginis
10.	Preethi	
11.	SPV	
12.	Spencers	
13.	Southern daily	
14.	SVM	
15.	Seven Hills	
16.	Swastik	

1.9 Need for research

As intense competition has become a way of doing a successful business, it is consumer who calls the shot in deciding the nature of products and services offered in the market. The consumers are well informed, and as a result they are more selective in their purchase decision. In fact, the perception and the expectation of the consumers have undergone a drastic change with the availability of services at the door step through state of the art technologies. Each consumer is unique and this uniqueness is reflected in the consumption pattern and also purchases decision.

Many agricultural commodities produced are to be processed to the consumable form before reaching the final consumer. Therefore, processing in agriculture is as important as its production. Processing not only increases the shelf-life as well value will be added to the products. Further, the processed products can be offered to the consumer as per his preference. Processing creates employment and opportunities too.

Bread is one the processed product made from the wheat. It is hygienically manufactured and packed snack food product available at comparatively cheap prices. Major consumers of bread are people from the lower middle class and economically weaker segments consuming more than 90 per cent of the bread industry's total production. Bread is low margin-high volume based processed food and bread making is a labor intensive process. Bread is the cheapest and basic instant food available for consumption. Though bread is not a staple food in the country, its consumption has increased over the years. In India it is still a secondary staple food when compared to chapatti, Puri or rice. Bread is generally a highly perishable item, which has a shelf life of maximum of 72 hrs. The government has made it mandatory to stamp the date and

time of manufacture and the date and time of expiry on the packet. Therefore, once the bread is baked and packed, any baker will make it a point that it reaches the market at the earliest.

1.10 The specific objectives of the study are:

1. To identify the different types of breads and major Brand in Bangalore city,
2. To analyze the consumer preference towards bread and their brand and
3. To document the problems faced in bread production and marketing.

1.11 Hypotheses of the study

1. Bangalore city has a variety bread type and their Brand.
2. Consumers have a variety of preferences towards breads.
3. There are various problems that are faced in marketing and production of bread.

1.12 Scope of the study

- Many agricultural commodities are to be processed before reaching to the final consumer. Therefore, processing is important for increasing shelf life as well as for value addition.
- Bread is one among the processed food that is largely preferred by the consumers. There are large varieties of bread and their Brand is available in market.
- The changing lifestyle, rising middle class population, migration of people for employment in different cities have led to increased consumer preference for varieties of bread.

- The expansion of organized retailing has brought about the reach of national and store Brand of breads to urban consumers.

1.13 Limitations of study

This study is based on the primary data collected from sample consumers by survey method. In respect of different Brand of breads the information from various bakeries in Bangalore city was also gathered. Consumer preference of the required information was collected and it was subjected to their recall memory and experience. The study area was limited to Bangalore city and the findings may not be applicable to other places, as vast difference exists among the consumers with regard to demographic and psychographic characteristics. The study is limited only with respect to breads and it doesn't include the other segment of bakery industry and processed food industry. Hence, the findings of the study may be considered appropriate for the situations similar to study area and extra care should be taken while generalizing the similar results.

1.14 Presentation of the study

The project report is organized into seven chapters. The chapter I provide a brief introduction along with the background of the study, the specific objectives, hypotheses and limitations of the study. In the chapter II pertains to the reviews which are presented in consonance with the study objectives. Chapter III describes main features of the study area, sampling framework database and analytical tools employed in the analysis of the data. The empirical results are presented in chapter IV, followed by critical discussion in chapter V. Chapter VI, summarizes the major findings of the study and practical utility. Finally, in chapter VII covers the list of references quoted in the present study.

REVIEW OF LITERATURE

CHAPTER II

REVIEW OF LITERATURE

In this chapter, an attempt is made to review the work done by the researchers related to the topic of investigation. The studies regarding consumer preference for breads, problems faced in marketing and production of breads, identification of bread brands are made under the following headings.

2.1 Nutritional benefits of bread

2.2 Analysis of Consumer preference towards bread

2.3 Constraints in production and marketing

2.1 Nutritional benefits of bread

McKechnie (1983) conducted a study on quality of bread and he indicated in his study that bread is an ideal product that can be serving as a functional food and flour, water and yeast are reported as key ingredients for breads. Breads and biscuits development using sorghum and wheat flour blends and their findings supported 30 per cent substitution for sorghum.

Dagher *et al.* (1987) reported that by incubation of wheat bran at pH 5.2 and 55^oc for various periods of time caused an increase in the levels of inorganic phosphorus and inositol phosphates and a simultaneous decrease in the level of phytic acid. When rice bran was incorporated in the bread produced with high quality almost free of phytic acid.

Pomeranz (1990) reported that quality and quantity of wheat protein plays an important role in baking composite flours were most preferred ones regarding hardness, fracturability, and color values.

Overall, the addition of cowpea flour in biscuit formulation enhanced the nutritional and sensory quality.

Butt *et al.* (2001) investigated that in Pakistan 70 per cent of the total wheat produced was consumed in the form of chapatti (unleavened flat breads) and while rest 30 per cent is used for bakery products. For preparation of high quality products breads were prepared from wheat flour supplemented with 5, 10 and 15 per cent chickpea flour. The legume, augmentation improved crude fiber protein and lysine content at all blending levels.

Greene and Dobbs (2001) conducted the research on organic wheat production in the United States: expanding markets and supplies. The study reveals that small markets for certified organic wheat and other grain crops began to emerge in the USA, Europe, and other countries during the 1990s. The range of organically-grown foods now includes cereals, pasta, flour, breakfast bars, bread, and other grain-based products. Organic wheat crops carry significant price premiums at the farm level, but pose substantial challenges to produce and move through the supply chain. In the beginning of 21st century USDA finalized regulations on organic production and marketing that are expected to facilitate trade. However, the competition for international markets is likely to expand considerably, and US organic grain exports may be increasingly difficult to maintain or expand in the coming decade without additional support measures.

Chase *et al.* (2003) explained the think-aloud method which was used to determine factors influencing bread and cereal purchase by low-income African American women that have implications for whole-grain education. Seventy women were audiotaped as they thought aloud while purchasing groceries. Because bread and cereal account for the majority

of whole grain products consumed, transcribed verbalizations regarding purchase of bread and cereals were analysed using content analysis procedures. Cost, preferences, eating and buying habits and nutrition were the most important factors that influenced purchase. Nutrition issues included a general desire to eat healthy foods and specific concerns about fat, calcium, and calories, but no mention of wanting to purchase whole grain products. Whole grain education should focus on identification of whole grain products, health.

Carr (2006) conducted a study in USA on physical, textural and sensory characteristics of 7 day frozen part-baked French bread and concluded that Bread partially baked for 7 min at 250 degrees C, after cooling, was frozen until core temperature reached -18 degrees C and stored at this same temperature up to 7 days. Samples were removed daily from the freezer, thawed and baked at 250 degrees C for 6 min. Analyses were performed 1 h after final baking, and were also conducted on fresh French bread daily produced (control). Consumer acceptance test was applied to compare appearance (gloss, roughness and cut on bread surface), oral texture (crust crispness and crumb firmness) and overall flavor between frozen part-baked bread and a commercial brand. All sensory scores obtained from Consumer test indicated that the 4 day frozen part-baked presented a superior acceptance to the commercial brand.

Amna (2007) compared the nutritional status of five different brands of bread available in the local market. Breads were analyzed for chemical parameters as well as subjected to sensory evaluation at different storage intervals i.e. 0, 24, 48, 72 and 96 hours. Higher moisture and protein content were observed in Dawn bread, while Continental, Supreme and Gourmet bread had higher fat, fiber and ash

contents, respectively. Results of sensory evaluation showed that all internal and external characteristics of different brand of bread differed significantly with the exception of evenness of bake. There was non-significant effect of storage on nutritional characteristics of bread. Sensory scores of all bread brands decreased with the length of storage.

Ambrose and Saraswathy (2007) have undertaken a study in Coimbatore, Tamil Nadu, India, to create awareness on the various health benefits of using soya products in diets. Bakery items such as biscuits (sweet, salt and sugar-free), bread and cakes were prepared by incorporating defatted soya flour at the prescribed proportion. Consumer evaluation of the items was carried out for soya-blended bakery products. More than 80 per cent of the rural and urban mass rated the soya-incorporated sweet biscuits and cakes to be very good whereas soya-incorporated bread was rated very well by 50 per cent of both the communities. The data indicated that the bakery products prepared by incorporating defatted soya flour were acceptable by both rural and urban people.

Pastukhov and Danin (2011) conducted a study in Latvia on Model development for fresh baked bread natural and forced cooling and studied industrial production of bakery products allows consumers to get fresh bread at any time of the day. However, there are many problems connected with storage and cooling of bread before distributing it to the trading network. Microbiological safety requirements and marketing necessitates the packaging of bread into films after baking. Low cooling rates can limit production capacity in a bakery, while higher cooling rates can lead to higher moisture evaporation rate and result in greater weight loss of the product. The moisture distribution in bread at the end of cooling can also result in water condensation on the film, which can

accelerate fungal growth. The model is able to predict mass and volume changes during the "cooling" time.

Pao (2011) conducted a study on convenient bread making method involving prolonged fermentation of no-knead (non-kneaded) dough has become popular in recent years in US. In the present study, the microbial safety of no-knead dough made with a 375:325:5:1 weight ratio of flour, water, salt, and bread yeast was investigated. The growth of inoculated *Salmonella enterica* and *Staphylococcus aureus* in no-knead dough during fermentation was significant ($P < 0.05$), regardless of yeast brand. Because prolonged fermentation permits substantial growth of infectious and/or toxin-producing foodborne pathogens, the making of slow-rise, no-knead bread may compromise consumer kitchen sanitation and food safety.

Beloved (2012) compared the nutritional status of three brand of freshly baked breads available on the Ghanaian market. The proximate composition of the freshly baked bread samples were analysed for moisture, carbohydrate, crude protein, crude fat, crude ash, and crude fibre. The shelf life was determined by storing in refrigerator and under room temperature. Results revealed that sugar bread packaged in aluminum foil and old news print stored better for four days under ambient conditions. The results further revealed higher crude fat content in wheat than butter bread. Wheat bread had the highest ash content. As regards the moisture content, wheat bread had the highest compared to sugar and butter bread types. There was no significant difference in the moisture content between sugar and wheat.

Lilleberg (2012) studied on a bread baking intervention: An outcome and evolution and concluded that bread made with coarseness (78%), high coarseness (78%), relatively much dietary fiber (7.6g/100g),

low amounts of salt (0.2g/100 grams) and fat (3.5g/100 grams), and no added sugar are more beneficial for health. Due to a high water content, which among others led to a sensory appealing texture, the bread also had a relatively low energy-density. By basing the recipe on local grains (i.e. rye and oat), environmental considerations were furthermore taken into account. Thus considering bread as an exclusively focusing on health and it should in the case of an “ideal” bread be strived for a broader approach where all the aspects surrounding its production and consumption, is taken into account.

2.2 Analysis of Consumer preference towards bread

Puri and Sanghera (1989) conducted a study to know the consumption pattern of bakery products in Chandrigarh. Jam was found to be most popular, irrespective of income and sweet bread consumption was high in middle income family.

Anton *et al* (2006) reported that consumption of whole grain breads in Brazil is ascending, following the growing number of scientific evidences proclaiming its positive health effects. However, consumer preference for white breads was justified by the less acceptable sensorial aspects of the whole grains. In Brazil, due to the lack of a specific legislation, the benefits originated from whole grain foods are questionable. The results confirmed the fragility of the Brazilian sanitary legislation in means of the standardization and classification of whole grain foods.

Zhidkov (2007) studied on bakery products in market of Russia and stated in his study that because of the social significance of bread as a basic foodstuff, the authorities in Russia have always subsidized prices. With increasing prosperity among some income groups, tastes are

shifting in favour of non-traditional breads such as baguettes, although overall consumption remains the same. Nevertheless large bakeries have reduced their output from 18.2 million to 8 million tonnes in recent years. Small bakeries supply some 10 per cent of the market, especially in remoter areas, though many are considered to be operating on the margins of legality. Super and hypermarkets are the most profitable outlets. The future is likely to see fewer but more highly mechanized bakeries.

Gellynck *et al.* (2008) explained the consumer perception of bread Quality in Belgium and concluded that Bread contains a wide range of important nutritional components which provide a positive effect on human health. However, the consumption of bread in Belgium is declining during the last decades. This is due to factors such as changing eating patterns and an increasing choice of substitutes like breakfast cereals and fast foods. The aim of this study is to investigate consumer's quality perception of bread towards sensory, health and nutrition attributes. Consumer's quality perception of bread seems to be determined by sensory and health attributes. The results of this study will possibly help health professionals and policy makers to systematically inform the consumers about the positive effects of bread and its components. Furthermore, firms can use the result to build up a tailor-made marketing strategy.

Tikkanen and Vaariskoski (2010) described the attributes and benefits of branded bread as perceived by the consumers in UK, The concepts of brand identity and image are introduced, and the brand as a product is presented and subsequently a value proposition was described and used as a theoretical model. The findings indicate that nine types of attributes and six types of benefits as perceived by the consumers were

found. The types of attributes were related to raw materials, taste, and manner of baking, characteristics of the bread, outward appearance, quality, origin, package, and comparison with competing breads. The targeted brand identity by the bakery and the perceived image of the branded bread by the consumers were compatible.

2.3 Constraints in Production and Marketing

Angelova and Mladenova (2002) presented the paper on problems of domestic trade with bread wheat. This paper examines the demand and supply of bread wheat in the Bulgarian domestic market in year 2001-02. The following aspects of domestic wheat trade are then discussed :(i) purchasing and preservation; (ii) quality inspection; (iii) sales opportunities through the Board of Trade; and (iv) wheat sales along the grain-flour chain.

Solopov and Zhidkov (2002) made a research in Russia on development of a bread production holding. The study reveals that the case for establishing vertically and horizontally integrated structures in the Russian grain and bakery products sectors is argued. Because of the strategic importance of these sectors, it is suggested that the best form for such integrated structures would be government-controlled holdings; as such structures would best serve the interests of both producers and consumers. The use of holding structures would enable government authorities to attract funding from other sources, e.g. banks and investment companies, thus making up for the acute shortage of funds in local budgets. A network of machinery and technology stations should also be incorporated in the holding.

Schmidtlein *et al.* (2002) studied the product line analysis as an evaluation method for region-related assessment of economic activities,

using the production and sale of bread as an example. The study reveals that there is increasing consumer pressure for transparency of processing and marketing food products. Consumers are placing special value on regionally and locally produced food. The authors investigated how far the expected advantages of regional marketing can be confirmed with reference to an industrial-scale bakery with interregional distribution and an artisan bakery operating locally. Criteria included transport intensity and energy consumption. It was found that the larger bakery utilized energy more efficiently, requiring one-third less per kg bread. This more than compensated for the higher energy expenditure on transport. More research is needed to establish how fully energy input reduction potential is utilized in regional bakeries. However, the operation of such enterprises tends to be much more transparent, with the owners and their products being well-known locally. Modular assessment models have an increasing application in environmental auditing.

Correa and Lerner (2003) reported that the possibility of reorganization of the marketing of bread wheat in Argentina based on industrial quality. The study reveals that Wheat-exporting countries, except Argentina, separate their production into classes, consisting of groups of cultivars that present a certain specific industrial quality represented by known and stable functional characteristics. In the current work, an option for the country is presented that implies grouping of the production generated annually in wheat-growing sub regions into distinct quality classes, measured and classified by the parameter W (dough strength). For these campaigns, the application of this methodology achieved an important impact on export gains.

Boxall *et al.* (2007) made a research in Canada on the role of sensory experiences and information on the willingness to pay for organic

wheat bread. This study examined the size and the determinants of the price premium a sample of Edmonton-area consumers was willing to pay for organic wheat bread. A trained sensory panel was used to quantify differences in the sensory characteristics of the two breads. The trained sensory panel observed the two treatments of bread to differ in texture but not in flavor, aroma or Colour characteristics. The implications of these findings are that successful marketing of organic foods depends on circumstance in the absence of sensory experience the environmental benefits of organic production appear to be more appealing than potential health benefits.

Abu-Ghoush *et al.* (2008) examined the effect of antimicrobial agents and dough conditioners on the shelf-life extension and quality of flat bread, as determined by near-infrared spectroscopy. The study reveals that Middle Eastern Countries are experiencing the emergence of high volume production and retail marketing over traditional unit baking and retailing. The sensory evaluation of AFB exhibited that the improver combination significantly improved the quality attributes.

Dukic, Mesaric, and Dukic (2009), made a study in Croatia on Bread marketing - yesterday, today, tomorrow and study results that Bread is one of those products that have, in marketing terms, the longest life cycle. The first civilizations were probably organized for the purpose of joint production and processing of cereals, where bread appeared as a food product as early as in the beginning of the development of human civilization. Although marketing represents the business philosophy that has evolved in the past fifty years, the intuitive marketing, especially when bread is concerned, had also existed in ancient times. Considering the significant differentiation of the consumer needs in the past twenty years, bread cannot be considered a unique product anymore, because, from the marketing point of view, it is more appropriate to talk about

production of bakery products than about bread production. A model for optimum marketing of bakery products should also be offered.

Dukic and Meler (2009) assessed that the customer relationship management as an instrument of bread production optimization in tourist destinations and he concluded in his presentation that the recession reigning for the past few years has been forcing economic operators to conduct their business ever more rationally in order to survive. In this way, there is less possibility of producing goods that will not be absorbed by the market. Given that bread is intended for use by ultimate consumers, it is subject to personal preferences to a great extent. The times when everybody ate the same type of bread are long gone, and with them the situation when bakeries could build their competitiveness on location alone and sometimes on pricing. These issues are even more challenging for bakery businesses located in tourist destinations. On one hand, such businesses have to meet the needs of the local population, and on the other, they should track and meet the demands of potential visitors. This is virtually impossible without a good CRM (customer relationship management) system

Bonetto (2009) conducted a study in Italy on packaged soft bread - A brilliant and underestimated Italian industry. He concluded in his study that the various kinds of bread on the Italian market (including unleavened flat bread, croutons, sliced bread, and fatty breads) are mentioned with a diagram illustrating their production, ingredients and use of a clean room with air filtration. Their shelf life, prices, marketing and local differences are discussed.

Pastukhov and Danin (2011) studied on model development for fresh baked bread natural and forced cooling. Industrial production of bakery products allows consumers to get fresh bread at any time of the

day. However, there are many problems connected with storage and cooling of bread before distributing it to the trading network. Microbiological safety requirements and marketing necessitates the packaging of bread into films after baking. However, this is only possible when the baked bread has cooled. Rate of cooling is, therefore, very critical parameter. Low cooling rates can limit production capacity in a bakery, while higher cooling rates can lead to higher moisture evaporation rate and result in greater weight loss of the product. The model is able to predict mass and volume changes during the cooling time.

METHODOLOGY

CHAPTER III

METHODOLOGY

The present study was carried out to identify different types and brands of breads available in Bangalore city and consumer preference towards it. This chapter presents a brief description of the methodology used in the study under the headings indicated below.

3.1 Selection and description of the study area

3.2 Sampling procedure

3.3 Collection of data

3.4 Analytical tools and techniques employed

3.5 Analysis of data

3.6 Types of breads and brand available in bakeries and retail outlet

3.1 Selection and Description of the study area

Bangalore is the capital of the Indian state of Karnataka, located on the Deccan Plateau in the South-eastern part of Karnataka. Bangalore is India's third most populous city and fifth most populous urban agglomeration and is well known as a hub for India's information technology sector. It is among the top 10 preferred entrepreneurial locations in the world.

As a large and growing metropolis, Bangalore is home to many well recognized colleges and research institutions in India. Numerous public sector heavy industries, software companies, aerospace, telecommunications and defence organizations are located in the city.

Bangalore is known as the Silicon Valley of India because of its position as the nation's leading IT exporter. A demographically diverse

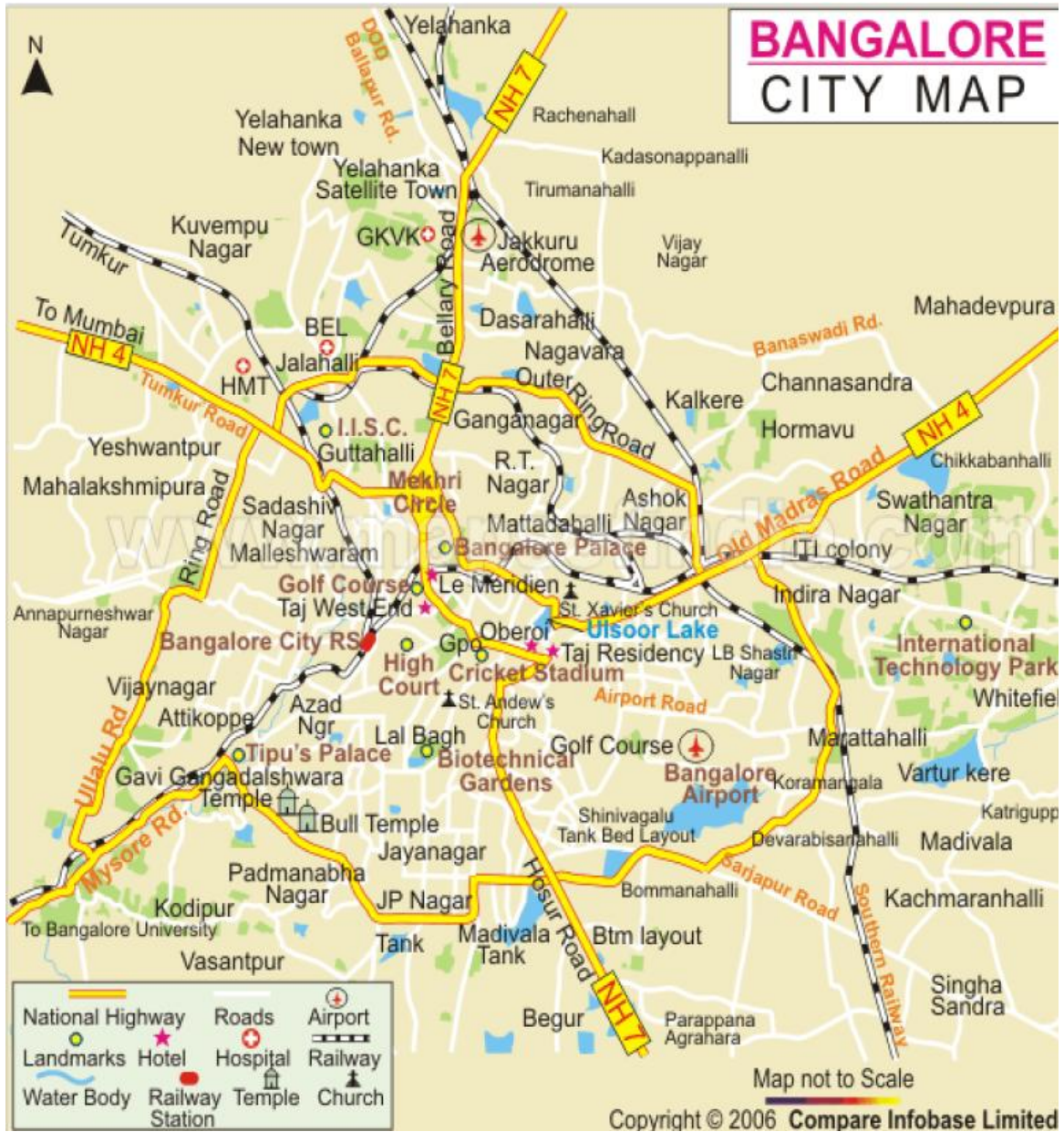


Fig. 1: Map of Bangalore city showing study area

city, Bangalore is a major economic and cultural hub and the second fastest growing major metropolis in India.

The income of Bangalore is Rs.52,346 crore (2006 to 07 net district income) makes it one of the major economic centers in India, with the value of city's exports totaling Rs. 43,221 Crore in 2004–05. With an economic growth of 10.3 per cent, Bangalore is the second fastest growing major metropolis in India and is also the country's fourth largest fast moving consumer goods (FMCG) market. The Forbes magazine considers the city as one of "The next decade's fastest growing cities". With a per capita income of 74,709 during 2006–07 the city is the third largest hub for high net worth individuals and is home to over 10,000 dollar millionaires and about 60,000 super-rich people who have an investable surplus of Rs. 4.5 crore and Rs. 50 lakh respectively.

The study was conducted in Bangalore, as it is one of the fastest growing cities with people of different religion, caste, occupation, culture, speaking diverse languages and of different food preferences resides here. Bangalore is situated in the south-east part of Karnataka at an average elevation of 920 meters (3,018 feet). It is positioned at 12.97° N 77.56° E and covers an area of 2190 km². Bangalore District borders with Kolar District in the northeast, Tumkur District in the northwest, Mandya District in the southwest, Chamarajanagar District in the south and the neighboring state of Tamil Nadu in the southeast.

3.2 Sampling procedure

Data regarding the consumer preference for store and national brands of breads was collected using pre tested structured interview schedule. The data are collected from Bangalore urban and industrial areas such as Indranagar, Sadashivnagar, Peenya industrial area,

Banashankri. A random sampling method was adopted to select the respondents. The sampling was done in different localities of Bangalore city to get a diversification in the sample mainly based on region, per capita income and social class. Data was collected from various age groups, income groups and from both the sexes. A total of 80 consumer consumers and 10 retailers were interviewed.

3.3 Collection of data

Primary data regarding socio-economic characteristics like household size, age, income, education, expenditure on food, purchase behaviour and reasons for purchase of breads were collected by personally interviewing the consumers using pre-tested structured schedule. The respondents were contacted individually and the objectives of the study were clearly explained to them to ensure their cooperation and accuracy in their responses. Even though none of the households maintained any record regarding the expenses and purchases they recalled it from memory.

3.3.1. Period of study

The reference year of the study was 2012-13 and the collection of data was carried out during the period March 2013.

3.4 Analytical techniques and tools employed

Analysis of data is a process of inspecting, cleaning, transforming and modelling the obtained data with the goal of highlighting useful information, suggesting conclusions and supporting decision making. Data analysis has multiple facets and approaches, encompassing diverse techniques under a variety of names in different domains.

The methods of analysis employed in the current study are described under the following headings:

3.4.1 Descriptive statistics

3.4.2 Percentage Analysis

3.4.3 Chi-square technique

3.4.4 Garret Ranking

3.4.1 Descriptive statistics

These were used to describe the basic features of data gathered from various sources. They provide simple summaries about the sample and following measures like averages, ratios, percentages etc. were used in the study.

3.4.2 Percentage Analysis

Percentage analysis was used to know socio economic characteristics like age, education, occupation, family size, food habit (vegetarian or non-vegetarian), consumer preference for breads, various brands of breads and the amount spend on these products.

3.4.3 Chi-square technique

The chi-square test is used to determine whether there is a significant difference between the expected frequencies and the observed frequencies in one or more categories. The null hypothesis states that there is no significant difference for awareness, availability, credit facility, and extension activity, distribution of literature and peer group influence among the brand of fertilizer companies. The alternative hypothesis states that one brand (out of 10 brand) has more awareness, availability, credit facility, extension activity, distribution of literature and peer group influence among the brand of fertilizer companies. The level of

significance (the point at which you can say with 95 per cent confidence that the difference is NOT due to chance alone) is set at .05 (the standard for most science experiments.)

The chi-square formula used on these data is

$$\chi^2 = \frac{(O - E)^2}{E}$$

Where

O is the Observed Frequency in each category

E is the Expected Frequency in the corresponding category is sum of

χ^2 is Chi Square

Chi-Square test requirements

1. Quantitative data
2. One or more categories
3. Independent observations
4. Adequate sample size
5. Simple random sample
6. Data in frequency form
7. All observations must be used

3.4.4 Garret Ranking

Garret's ranking technique was adopted for studying brand preferences and factors influencing for preference of a particular brand.

In the first stage, ranking given by 80 consumers for each factor was analyzed. E.g.: Rank given to 10 different factors were analyzed through the rank given to these factors by each respondent. Consumers have to give 1 to 10 ranks to these factors.

Respondent No.	Factors									
	1	2	3	4	5	6	7	8	9	10
1.	8	5	1	2	9	10	6	7	4	3
2.	3	2	7	5	10	8	6	4	1	9
3.	3	6	9	8	7	10	5	2	1	4

In the second stage, thus assigned ranks by the individual respondents were counted into per cent position value by using the formula.

$$\text{Per cent position} = 100 \cdot (R_{ij} - 0.50) / N_j$$

Where

R_{ij} = Rank given for i^{th} item by j^{th} individual

N_j = Number of items ranked by j^{th} individual

The per cent position value for the same assigned ranks by the respondents are follows.

Respondent No.	Factors									
	1	2	3	4	5	6	7	8	9	10
1.	75	45	5	15	85	95	55	65	35	25
2.	25	15	65	45	95	75	55	35	5	85
3.	25	55	85	75	65	95	45	15	5	35

In the third stage, for each per cent position scores were obtained with reference to Garret's tables and each per cent position value was converted into scores by reference to Garret's table.

Eg: Garret's table scores for the per cent position values as follows

Respondent No.	Factors									
	1	2	3	4	5	6	7	8	9	10
1.	37	52	82	70	30	18	47	2	57	63
2.	63	70	2	52	18	37	47	57	82	30
3.	63	47	30	37	42	18	52	70	82	57

In the fourth stage, summation of these scores for each factor was worked out for the number of respondents who ranked for each factor.

Respondent No.	Factors									
	1	2	3	4	5	6	7	8	9	10
1.	37	52	82	70	30	18	47	2	57	63
2.	63	70	2	52	18	37	47	57	82	30
3.	63	47	30	37	42	18	52	70	82	57
Σ	163	169	154	159	90	73	146	169	221	150

In the fifth stage, mean scores were calculated by dividing the total score by the number of respondents.

Respondent No.	Factors									
	1	2	3	4	5	6	7	8	9	10
1.	37	52	82	70	30	18	47	2	57	63
2.	63	70	2	52	18	37	47	57	82	30
3.	63	47	30	37	42	18	52	70	82	57
Σ	163	169	154	159	90	73	146	169	221	150
Mean	54.33	56.33	51.33	53.00	30.00	24.33	48.67	56.33	73.67	50.00

In the last stage: Overall ranking was obtained by assigning ranks 1, 2, 3.... etc. in the descending order of the mean score.

Respondent No.	Factors									
	1	2	3	4	5	6	7	8	9	10
1	37	52	82	70	30	18	47	2	57	63
2	63	70	2	52	18	37	47	57	82	30
3	63	47	30	37	42	18	52	70	82	57
Σ	163	169	154	159	90	73	146	169	221	150
Mean	54.33	56.33	51.33	53.00	30.00	24.33	48.67	56.33	73.67	50.00
Ranks	III	II	V	IV	VIII	IX	VII	II	I	VI

3.5 Analysis of Data

The responses were scored, quantified, categorized and tabulated by using the following statistical tools.

3.5.1 Chi-square

Chi-square test or χ^2 test, is any statistical hypothesis test which is being used for the sampling distribution of the test statistic is a chi-squared distribution when the null hypothesis is true, or any in which this is asymptotically true, for the different categories of group collected from the data which helps in analyzing the data wherever needed.

3.5.2 Percentage

Percentage was used to make the simple comparisons of different kinds of questions that was being asked and collected from various consumers.

3.5.3 Garret's ranking

Garret's ranking technique was being used wherever required for the collected data in order to know about the consumers for what they prefer and for which of the factors the consumers have given the highest rank.

3.6 Types of breads and brand available in bakeries and retail outlet

There are various types of breads and brand available in the markets and retail outlets. The following list of figures shows the types of breads and brand that were collected during the time of survey.



Fig 2: Different types of Bread in food world



Fig 3: Different types of bread in reliance fresh



Fig 4: Types of breads in French loaf



Fig 5: Koshy's Bread



Fig 6: Types of modern Bread



Fig 7: Types of Britannia Breads



Fig 8: Types of Breadworks Breads

RESULTS

CHAPTER IV

RESULTS

The study on consumer preference for national versus store brands of breads in Bangalore city has provided valuable information on the consumer preference for Bread in Bangalore city, consumer awareness on types of bread, attitudes, motivation to consumers, consumer preference for national and store brands and problems in marketing and production of bread. The data obtained in the study are presented as follows:

- 4.1. Socio-economic profile of respondents in Bangalore City
- 4.2. Reasons for preferences for particular type of bread by the consumers in Bangalore City
- 4.3. Brands Loyalty of consumers towards Breads in Bangalore City
- 4.4. Different kinds of breads consumed
- 4.5. Details of Consumer Preference for Brands of Breads
- 4.6. Consumer Preference for Store Brands
- 4.7. Consumer Preference for National Brands
- 4.8. Problems in Production of Breads
- 4.9. Problems in Marketing of Breads
- 4.10. Factors affecting Consumer Preference for Breads

The study is based on both primary data and secondary data. The primary data is collected from 80 consumers and 10 retailers of Bangalore City and they were edited and coded. The secondary data was collected from various reports, websites and journals. Chi-square test, percentages, Garret's ranking, were employed to analyze the data and to draw meaningful inference.

4.1. Socio-economic profile of respondents

The socio-economic profile of the respondents is presented in the Table 4.1. This includes information about the age group, educational qualification, family size and monthly income of the family.

It could see from the table that among the 80 respondents considered during the study majority of the respondents fall under the age group of 25 to 34 years with 44 (55.50%) of total population taken for study. Followed by 25 per cent below the age of 25 years, 16.28 per cent fall under the age group of 34 to 44 years. There were only 6.50 per cent respondents in the age group of 44 to 54 years and only 2 respondents above 54 years with bread consumption.

A majority of the respondents were graduates i.e. 68 (85%), 6 (7.50%) were PUC, 3 (3.75%) studied up to 10th standard, 2 (2.50%) were post graduates and 1 of the consumer had studied up to doctorate. None of the respondents were illiterate.

With respect to the family size 50 per cent of the family were small type consisting of parents and one or two children followed by 37.50 per cent medium size family where parents, children and grandchildren and 12.50 per cent large size family consist of more than 7 members in the family. With respect to the family income, 24 (30%) of the families were found to earn income of Rs. 20,000 to 30,000 thousand per month, 17 (21.25%) earn Rs. 30,000 to 40,000 thousand per month, 14 (17.50%) were found to earn Rs. 40,000 to 50,000 thousand per month, 13 (16.25%) earn Rs.50, 000 to 1, 00,000 lakh per month, 12 (15%) earn less than Rs. 20,000 per month.

Table 4.1: Socio-economic profile of Respondents

Sl. No.	Age Group (Years)	Number of respondents	Percentage to the total
1.	Below 25	16	20.00
2.	25 to 34	44	55.00
3.	35 to 44	13	16.25
4.	45 to 55	5	6.25
5.	Above 54	2	2.50
Total		80	100
Education level			
1.	SSLC	3	3.75
2.	PUC	6	7.50
3.	Graduation	68	85.00
4.	Post-Graduation	2	2.50
5.	Doctorate	1	1.25
Total		80	100
Family Size			
1.	Small family	40	50.00
2.	Medium family	30	37.50
3.	Large family	10	12.50
Total		80	100
Monthly Income (Rs.)			
1.	10,000 to 20,000(LIG)	12	15.00
2.	20,000 to 30,000(MIG)	24	30.00
3.	30,000 to 40,000(UMIG)	17	21.25
4.	40,000 to 50,000(HIG)	14	17.50
5.	50,000 to 1,00,000(VHIG)	13	16.25
Total		80	100

Note: LIG - low income group, MIG - Medium income group, UMIG - Upper high income group, HIG - High income group, VHIG - Very high income group

4.2 Reasons for preferences for particular type of bread by the consumers in Bangalore City

The details of Consumer Preference towards Breads and their brands are furnished in Table 4.2. The table revealed that out of 80 consumers, 75 (93.75%) consumers preferred bread based on its softness and only 2 (2.50%) consumers prefer hard breads. Health consciousness is other most important criteria for the preference of bread with 81.25 per cent (65) consumers accepting it. In the city with different socio-economic lifestyle the hygiene consciousness is also important criteria for the preference of bread, with 65 per cent consumers preferring it based on price.

For choosing the type of bread, consumers have shown mixed response for preference of the bread. Only 38.75 per cent and 37.50 per cent consumers were choosing the bread based on taste and price consciousness, whereas for 61.25 per cent consumers never had these criteria for their preference of bread. In the city with lots of brands coming in market with only 42.50 per cent of the consumers have shown the knowledge about brands store for the preference of bread and only 47.50 per cent consumer have shown the brands loyalty whereas 57.50 per cent does not. Consumers have shown 72 per cent response for the preference of bread based on quality consciousness. Regarding storage value of bread, reference group influence and colour, only 23.75 per cent consumers have shown preference based on storage value and reference group influence. Only 36.25 per cent consumers have shown preference based on colour of the bread.

4.3. Brands Loyalty of Consumers for Breads

The brands Loyalty of consumers for bread in Bangalore city is furnished in the Table 4.3. The table indicates that the Chi-distribution

value is 0.436 and the test is not significant at 5 per cent as well as 1 per cent level of significance level because calculated value of chi-square is less than table value at degree of freedom four i.e., and also because the probability of chi-square under null hypothesis for calculated chi-square value is more than level of significance (both 5% and 1 % level).

It is found that consumers are loyal to the brands of bread they purchase as 61 consumers have confirmed that they use the same brands of bread whereas 15 consumers are not sure of sticking to the same brands of bread in there every purchase. Consumers have shown the brands loyalty but only 27 consumers were ready to recommend the bread to others, 42 consumers have shown little probability that they will recommend there brands loyalty to bread and 11 consumers were not ready to recommend to others. The loyal consumers have shown their trust to the brands of bread, that they are unaffected, even by increase in the price of bread. 45 consumers have agreed that they will definitely purchase the bread from the same brands even if the price will increase. 19 consumer are ready to change their brands are probably going to change their brands for the purchase of bread.

4.4 Different types of Bread Consumed

The knowledge about types of breads and consumption pattern of consumers toward bread in Bangalore city is furnished in the Table 4.4. The table revealed that the Chi-distribution value is 0.436 and the test is not significant at 5 per cent as well as 1 per cent level of significance level because calculated value of chi-square is less than table value at degree of freedom four i.e., and also because the probability of chi-square under null hypothesis for calculated chi-square value is more than level of significance (both 5% and 1 % level). Consumers pattern were checked

Table 4.2: Reasons for preferences for particular type of breads**N = 80**

Sl. No.	Reasons	Responses	
		Yes	No
1.	Hardness	2 (2.50)	78 (97.50)
2.	Soft	75 (93.75)	5 (6.25)
3.	Health consciousness	65 (81.25)	15 (18.75)
4.	Hygiene conscious	52 (65.00)	28 (35.00)
5.	Taste	31 (38.75)	49 (61.25)
6.	Price consciousness	30 (37.50)	50 (62.50)
7.	Brand store consciousness	34 (42.50)	46 (57.50)
8.	Quality conscious behaviour	70 (72.00)	10 (28.00)
9.	Storage value	19 (23.75)	61 (76.25)
10.	Reference group influence	19 (23.75)	61 (76.25)
11.	Colour	29 (36.25)	51 (63.75)
12.	Brand loyalty	38 (47.50)	42 (52.50)

Note: Figure in Parenthesis indicates percentage to the total Preference for particular attributes of Breads.

Table 4.3: Brand Loyalty of Consumers for Breads**N = 80**

Sl. No.	Statements	Definitely	Probably	Definitely not
1.	Confirm to use the same brand	61	15	4
2.	Recommend the brand to others	27	42	11
3.	Purchase the brand even if price increases	45	19	16

Table 4.4: Different types of breads consumed**N = 80**

Sl. No.	Type of bread	Daily	Weekly twice	Weekly once	Fortnight
1.	Sweet bread	7	29	21	2
2.	Sandwich bread	3	22	20	4
3.	Wheat bread	1	5	7	4
4.	Diet bread	0	0	4	3
5.	Multigrain bread	2	4	0	7
6.	Multi cereal bread	0	1	0	3
7.	Fruit bread	4	18	28	14
8.	Milk bread	2	10	15	9

with four ratings were given for each statement they are “Daily”, “weekly twice”, and “weekly once” and “fortnight”.

Consumers preference for the type of bread used by consumers, 64 consumers prefer fruit bread, 59 consumers prefer sweet bread followed by 49 consumers prefer sandwich bread, 36 milk bread 17 wheat bread, 13 multigrain bread, 7 diet bread and only 4 consumers prefer multi-cereal bread.

Consumption pattern in relation to types of bread consumption have shown that they are the dependent variable. As fruit bread, which was eaten most by consumers, it was observed that 28 consumes “weekly once”, 18 “weekly twice”, 14 “fortnight” and 4 “daily”.

Sweet bread which was preferred by 59 consumers, 29 consumes “weekly twice” and 21 “weekly once” only 7 consumers consumes “daily” and 4 “fortnight”. Sandwich bread is consumed by 49 consumers, majority consumers consume it “weekly twice” and “weekly one” 22 and 20. Daily only 3 consumes and fortnight only 4 consumers.

Milk bread was consumed by 36 consumers, 10 consumes “weekly twice” and 12 consumes “weekly once”, only 2 consumers used daily and 9 consumes every “fortnight”. Wheat bread and multigrain bread preferred by 17 and 13 consumers only. They prefer to eat only weekly once or fortnight. Multicereal bread and diet bread were preferred only by very few consumers, out of 80 consumers only 3 and 7 consumers prefers to consume bread that to only on “fortnight” and “weekly once”.

4.5 Details of Consumer Preference towards Brands of Bread

The consumer preference towards different brands of bread is given in Table 4.5. The table reveals the list of brands found in Bangalore

Table 4.5: Details of Consumer Preference for various Brands of Bread

N = 80

Sl. No.	Bread Brand	Regular	Occasional	Percentage to the total
1.	Unbranded Bread	49	0	61.25
2.	Modern Bread	9	1	12.50
3.	Hindustan Bread	1	0	1.25
4.	Niligiris Bread	1	1	2.50
5.	MM Karim Bread	1	0	1.25
6.	Bread Works Bread	1	1	2.50
7.	Preethi Bread	0	1	1.25
8.	SPV Bread	1	0	1.25
9.	Spencers Bread	0	1	1.25
10.	French Loaf Bread	0	1	1.25
11.	Southern Daily Bread	0	1	1.25
12.	SVM Breads Bread	2	1	3.75
13.	Seven Hills Bread	0	1	1.25
14.	Britannia Bread	1	1	2.50
15.	Swastik Bread	0	1	1.25
16.	Auchan Bread	1	0	1.25
17.	Farm Fresh Bread	1	0	1.25
18.	Daily Bread	1	0	1.25
Total		69	11	100

city with its usages percentage are as follows. Unbranded brands are used in highest percentage 61.25 per cent in Bangalore city. 49 consumers use unbranded brands regularly. Modern bread is used 12.50 per cent where 9 consumers use them regularly.

Other than unbranded bread and modern bread consumers showed various preferences for bread brands. Britannia bread was also found to be popular among consumers with 2 (2.50%) consumption percentages. Hindustan bread, Niligiris bread, Beadworks and SPV bread were used by only 6 (7.50%) of consumers. Preethi, Spencers, French loaf, southern daily, seven hills, swastika were some of the brands used by consumers 6 (10%) occasionally. Some of the retailer brands of bread used by consumers were Auchan, Farm fresh, MM Karim, daily bread 4(1.14%) regularly.

4.6 Consumer Preference towards Store Brands

The preference of consumers towards store brands in Bangalore city is presented in the Table 4.6. The Respondents were asked about different store brands and their purchase on regular or occasional basis. With the opening of large number of brands stores in Bangalore city the option for the purchase of bread has increased. Out of 80 respondents, 49(80.43%) respondents only use unbranded brands of bread regularly, followed by SPV breads with its 1(1.63%) usage regularly, SMV breads 3(4.90%), Auchan and Daily bread 2(3.26%) were used regularly. Preethi, Spencer, Southern daily seven hills swastika breads were used occasionally 5(8.15%). Among respondents 1 person purchase bread MM Karim because of community influence. This figure shows the popularity of store brands among the respondents.

Table 4.6: Consumer Preference for Store Brands

Sl. No.	Bread Brand	Regular	Occasional	Percentage to the total
1.	Unbranded Bread	49	0	80.43
2.	MM Karim Bread	1	0	1.63
3.	Preethi Bread	0	1	1.63
4.	SPV Bread	1	0	1.63
5.	Spencers Bread	0	1	1.63
6.	Southern Daily Bread	0	1	1.63
7.	SVM Breads Bread	2	1	4.90
8.	Seven Hills Bread	0	1	1.63
9.	Swastik Bread	0	1	1.63
10.	Auchan Bread	1	0	1.63
11.	Daily Bread	1	0	1.63
Total		55	6	100

4.7 Consumer Preference towards National Brands

The details of preference of consumers towards the National brands sold in Bangalore city is given in Table 4.7. The rating of the study was done based on the regular or occasional use of bread brands. The Modern bread brands were preferred by 5(26.32%) consumers regularly. It was found that national brands like Hindustan, Niligiris and Bread works were used by only 3(10.34%) respondents regularly. Britannia was preferred by 2(10.53%) respondents regularly and 1(5.26%) occasionally prefer farm fresh.

4.8 Problems in Production of Breads

The detail of problems in production of breads is presented in the Table 4.8. Garret ranking and scoring was used to study the constraints in production of bread. 10 retailers were asked to rate the factors based on their importance which according to them are the problems in production of bread. The study has indicated that lack of skilled labour in the bread industry is the important reason for lack of quality production in India in general and Bangalore city in particular and it is ranked I with the score 58.5, Followed by Maintenance of equipment ranked II with score 50, high cost of equipment's is ranked III with the score 49.4, labour shortage ranked IV with the score 48.8. The cost of skilled worker is also high and is not affordable by all bakery industries thus it is ranked V with the score 46.7. Finally, lack of raw material and scarcity of raw materials also decreases the quality of bread production in the city and thus ranked as VI and VII with the score 38.6 and 36.3. Availability of quality input is ranked last i.e. VIII with score 33.2 since in the recent time variety of input are available in market. Thus, the consumption pattern has decreased by consumers due to its low quality.

Table 4.7: Consumer Preference for National Brands

Sl. No.	Bread Brand	Regular	Occasional	Percentage to the total
1.	Modern Bread	9	1	52.63
2.	Hindustan Bread	1	0	5.26
3.	Niligiris Bread	1	1	10.53
4.	Bread Works	1	1	10.53
5.	French Loaf Bread	0	1	5.26
6.	Britannia Bread	1	1	10.53
7.	Farm Fresh Bread	1	0	5.26
Total		14	5	100

Table 4.8: Problems in Production of Breads**N = 10**

Sl. No.	Problems	Score	Ranking
1.	Lack of skilled labour	56.5	I
2.	Maintenance of equipment	50.0	II
3.	High cost of equipment	49.4	III
4.	Labour shortage	48.8	IV
5.	High wages for skilled workers	46.7	V
6.	High cost of raw material	38.6	VI
7.	Scarcity of raw material	36.8	VII
8.	Availability of quality input	33.2	VII

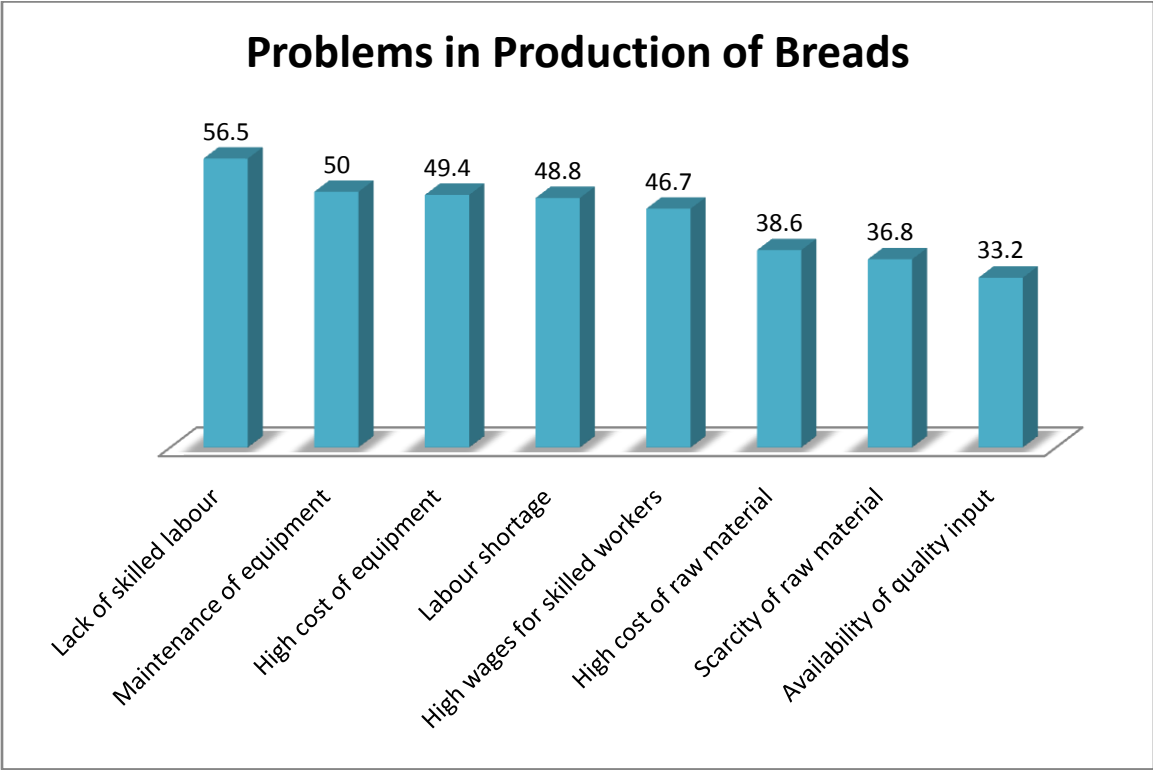


Fig 9: Problems in Production of Breads

4.9 Problems in Marketing of Breads

The result of problems in Marketing of breads is presented in the Table 4.9. Garret ranking technique was used to compute following 10 problems viz. short shelf life, storage value, low margin, rise in cost of fuel, tough competition, high cost of transportation, keeping quality, Salary of marketing personnel, demand limited and season oriented. 10 retailers were asked to rate the factors based on their importance which makes them to market the bread. From the results it is inferred that the short shelf life of the bread is the most important factor which is ranked I with the Garret score 63.20. Storage value and low margins is ranked II and III with the score 57.80 and 56.80. Rise in cost of fuel and tough competition are ranked IV and V with the score 52.4 and 50.30. Highest cost of transportation and keeping quality is given ranked VI and VII with the score 44.40 and 43.80. Salary of marketing personnel and demand limit is given ranked VIII and IX with the score 40.3 and 32.6. Season oriented demand was given least ranked X with the scores 32.6. This table reveals that retailer which sold bread in today market are mainly facing the problem of short shelf life of product and the product cannot be kept for long periods.

4.10. Factors affecting Consumer Preference towards Breads

The detail of factors affecting the consumer preference towards breads is furnished in the Table 4.10. Garret ranking technique was used to compute following 11 factors viz. quality, nutrients content, hygiene, shelf life, reasonable price, ready available, brands image, appearance, attractive packaging, Retailers influence and advertisements. Eighty consumers were asked to rate the factors based on their importance which makes them to purchase the product by considering the important factors before purchasing. From the results it

Tables 4.9: Problems in Marketing of Breads**N = 10**

Sl. No.	Problems	Score	Ranking
1.	Short shelf life	63.2	I
2.	Storage value	57.8	II
3.	Low margin	56.8	III
4.	Rise in cost of fuel	52.4	IV
5.	Tough competition	50.3	V
6.	High cost of transportation	44.4	VI
7.	Keeping quality	43.8	VII
8.	Salary of marketing personnel	43	VII
9.	Demand limited	40.3	XI
10.	Season oriented	32.6	X

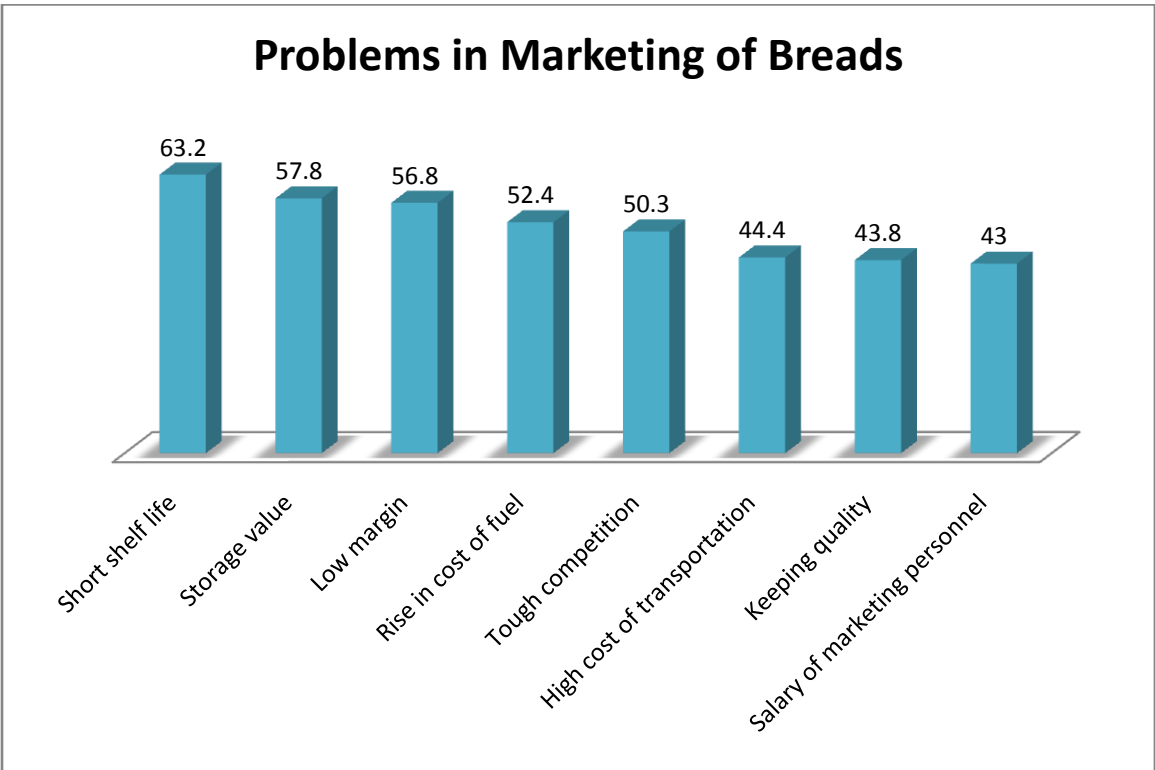


Fig 10: Problems in Marketing of Breads

is inferred that the quality is the most important factor which is ranked I with the Garret score 59.66. Nutrient content and hygiene is ranked II and III with the score 57.30 and 56.81. Shelf life and reasonable price is ranked IV and V with the score 55.25 and 50.53. Ready availability and brands image is given ranked VI and VII with the score 49.05 and 48.69. Appearance and attractive packaging is given ranked VIII and IX with the score 47.66 and 43.91. Retailers influence and advertisements were given least ranked X and XI with the scores 43.50 and 40.44. This table reveals that consumer consider quality and nutrient content as a major factor for purchasing of bread and gives least importance to advertisement, retailer influence and attractive packaging. This indicates that consumers are more of health conscious.

Tables 4.10: Factors affecting Consumer Preference for Breads**N = 80**

Sl. No.	Factors	Score	Ranking
1.	Quality	59.66	I
2.	Nutrients content	57.30	II
3.	Hygiene	56.81	III
4.	Shelf life	55.25	IV
5.	Reasonable price	50.53	V
6.	Ready available	49.05	VI
7.	Brand image	48.69	VII
8.	Appearance	47.66	VII
9.	Attractive Packaging	43.91	IX
10.	Retailers influence	43.50	X
11.	Advertisements	40.44	XI

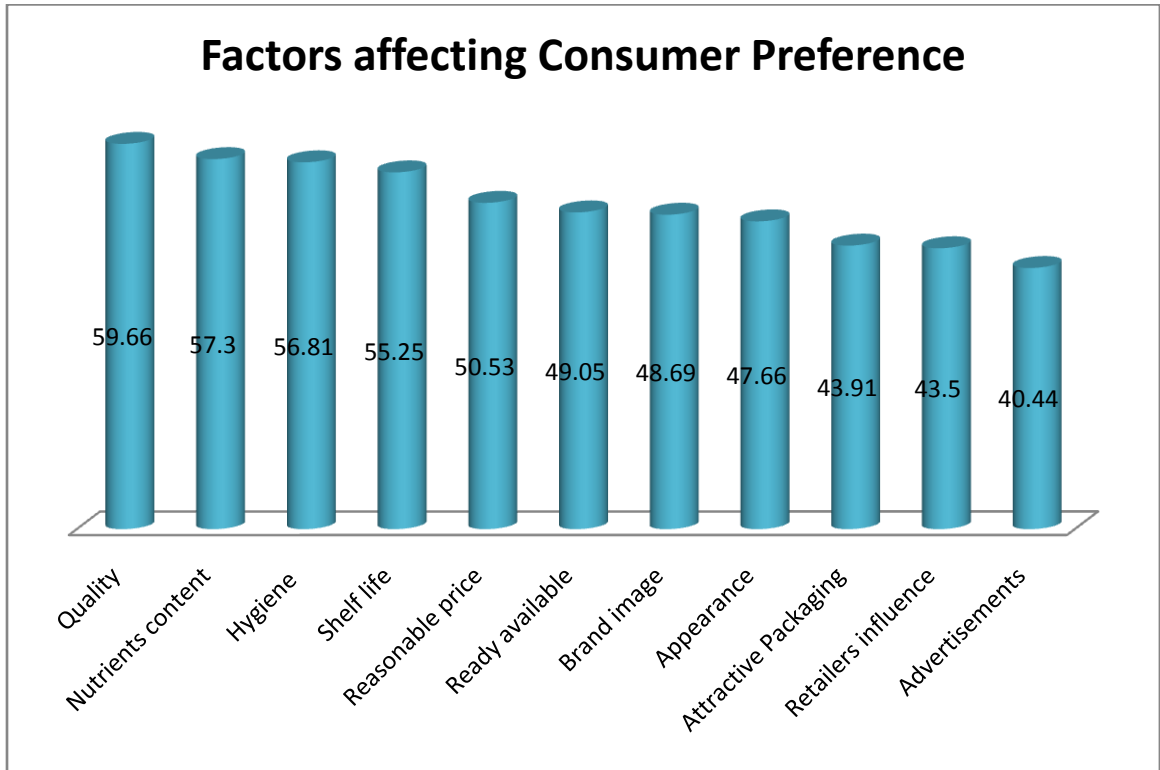


Fig 11: Factors affecting Consumer Preference towards Breads

DISCUSSION

CHAPTER V

DISCUSSION

Results of investigation presented in the previous chapter were discussed and drawn inferences in this chapter under the following headings:

- 5.1. Socio-economic profile of respondents in Bangalore City
- 5.2. Reasons for preferences for particular type of bread by the consumer in Bangalore City
- 5.3. Brands Loyalty of Consumers towards Breads in Bangalore City
- 5.4. Factors affecting Consumer Preference for Breads
- 5.5. Details of Consumer Preference towards Bread Brands
- 5.6. Consumer Preference for Store Brands
- 5.7. Consumer Preference for National Brands
- 5.8. Problems in Production of Breads
- 5.9. Problems in Marketing of Breads
- 5.10. Factors affecting Consumer Preference for Breads

5.1. Socio-economic profile of respondents

The socio-economic profile of the respondents is presented in the Table 4.1. This includes information about the age group, educational qualification, family size and monthly income of the family.

The age group taken for the study indicates that bread is a food material which is been consumed by all the age group of people. Majority of the consumption is done by working class people with the age group of 25 to 34 years followed by people of below 25 years. This indicates that it is the popular food taken by large group of young people.

Based on educational qualification it is been observed that the graduates, PUC holder the consumption of bread is higher. The education also plays an important role in adapting for the consumption of bread among respondents. As it is not a staple form of food taken by people. But it is consumed as an additional food. With the education about different type of processing of food bread has become a popular food.

With respect to the family size 50 per cent of the family were small type consisting of parents and one or two children followed by 37.50 per cent medium size family where parents, children and grand children and 12.50 per cent large size family consist of more than 7 members in the family. Small families are the present trend in the modern cities now in cities like Bangalore large number of small family stay. Due to the modernization food habits of people changes. Thus small families are found to be using bread more compared to middle and large family size.

Bread is a food product which is available at comparatively cheap price. Major respondents of bread are the people from lower middle class with 30 per cent rate of consumption. Higher middle class is also found to have more consumption of bread than higher class people. Even the people of lower class found to consume less bread as there are other food commodities available in cheap price than that with more days of storage.

5.2. Reasons for preferences for particular type of bread

The reasons for preferring particular type of breads is furnished Table 4.2. In today's market, large varieties of breads are available from different flavours of bread to different colors of bread. The results of 80 consumers regarding the preference of particular type of bread reveals

that consumers prefer bread based on its softness, its softness decides the quality of the bread as 93.75 per cent consumers prefer soft bread in comparison with hard breads. The reason is generally the bread is an easily chewable food. Harder the bread becomes it becomes difficult to chew thus hard breads are less preferred. As 72 per cent of consumers prefer to consume bread based on its good quality as it is the major factor considered for purchasing of bread.

Taste is other most important criteria for the preference of bread with 81.25 per cent consumer accepting it, as now a day's different brands of bread are manufactured in breads in different flavors which is the present demand of food world. Thus it is important for the retailer to bring bread of different tastes in market for increasing its demand. Health and hygiene consciousness is also an important factor in the purchase of bread. As now a day's consumer also believe in good quality, quality production of food. So consumers prefer healthy and hygienic food.

With the current increase in the prices of the entire food commodity and high cost of living in Bangalore city, the purchase of bread is affected. The increase in prices of bread will always be the criteria for people in the purchase of bread. Other factors like storage value, brands store conscious, colour and brands loyalty is the other major criteria for the preference of bread by the consumers. But some of the consumer does take this into account for the purchase of bread.

5.3. Brands Loyalty of Consumers for Breads

The brands store and brands Loyalty of consumers for bread in Bangalore city is furnished in the Table 4.3. Chi-square test employed showed that the brands loyalty is one of the important factors in the

purchase of bread. As it is always found that if once the consumer like a particular commodity from particular brands they generally prefer to use it again and again. The same behavior is seen with the consumers towards the brands loyalty. It can be inferred that out of eighty consumers 61 consumer shows brands loyalty whereas 15 consumers were not so loyal to the brands they were ready to change according to their situations.

In the matter of recommendation of bread to other only 27 consumers recommended their brands to others. It may be due to the belief and conservative nature of consumer. 42 consumers were still ready to show loyalty to the brands and were ready to recommend to others.

The consumers shows brands loyalty to the extent that, even if the price of the brands bread increase the consumer does not changes the brands. Few consumers were ready to change the brands with the increase in the price of specific brands because money is still a major issue with reference to the purchase of bread. Thus, consumer's choice of brands specificity plays a major role in preference of the bread.

5.4. Different kind of breads consumed

The types of breads and consumption pattern of consumers toward bread in Bangalore city is furnished in the Table 4.4. The data obtained from the survey shows that the relationship between both the factors are not so significant the variables are independent. There are different types of bread available in market now a day based on the needs of consumers and also based on the present life style. When bread was introduced in market it was first made of only wheat. But increase in demand of nutritional aspects multigrain breads, multi cereal breads, diet bread etc. has come in market.

With such a lot of types of bread present in market the consumer has become the king with lots of choices. But the study has shown that even with the introduction of new and different types of bread, consumer are mostly preferring the traditionally used bread like fruit bread, sweet bread and sandwich bread to the larger extent compare to the milk bread or diet bread. It may be due to less popularity and less risk taking nature of the consumers. Even these introduced new types of bread are little costlier in nature, which leads to their less preference by the consumers.

With regard to the consumption pattern of the consumers, it is found that the consumer does not consider it as a staple food, but as additional food. It was evident from the consumer's consumption pattern which was checked on "daily", "weekly twice", "weekly once" and "fortnight" basis.

The result indicated that bread was consumed by the consumers as an additional type of food which was consumed either weekly twice or weekly once. They consider bread in the snacks item only, very few consumers have shown to eat the bread daily it was seen that the milk bread was consumed by 7 consumers daily. Very less proportion hardly consumes the bread as prefer to eat once in fortnight.

5.5. Details of Consumer Preference for Bread Brands

With regard to consumer's preference towards bread brands, detail is given in Table 4.5. It is evident from the data that in Bangalore city large number of bread brands are available. These brands can be categorized as stored brands and national brands. The preference for the choice of bread and its brands depends on various criteria of the consumers like their belief, trust, taste, health, choice etc. The study has indicated that majority of the consumers prefer the unbranded brands of

bread due to its easy availability and they do not run the risk of missing of the manufacturing day as bread is a short shelf life food and it is available daily.

Modern bread is also one of the unbranded brands which is cost less, that is why 9 out of 10 consumers prefer this brands. Britannia bread is found to be of good quality and it is commercially popular thus it is also preferred by many consumers.

Many of the consumers stick to the particular brands due to communal inclination for example MM Karim preferred by one group of people. Hindustan bread, Niligiris bread, Beadworks and SPV bread, Preethi, Spencers, French loaf, southern daily, seven hills, swastika were not so popular because of their less availability in the local market and they are found to be costlier than the local brands.

5.6. Consumer Preference for Store Brands

The preference of consumers for store brands in Bangalore city is given in the Table 4.6. The study revealed that the store brands have increased in Bangalore city due to opening of lots of supermarkets and malls. The respondents were found to purchase bread from supermarkets like Auchan, Daily bread, Spencer, southern daily, seven hills, etc.

The consumption of bread has also changed from occasionally eating to regular usage. Thus the rate of consumption is regular and frequent. Store brands have become the trust brands of the consumers.

5.7. Consumer Preference for National Brands

The details of preference of consumers for the National brands sold in Bangalore city is given in Table 4.7. The study revealed that national

bread has also become popular in the city. The commercialization and marketing of bread has made these brands of bread to be popular throughout the country. Respondents preferring these national brands are available everywhere. Because of this reason they have also become popular among consumers example modern bread, Niligiris bread, Britannia bread. These nationalized brands have also introduced many types of breads in different flavor etc. so that their consumption has also increased in Bangalore city in regular basis.

5.8. Problems in Production of Breads

The problems involved in the production of breads are mentioned in the Table 4.7. The study has indicated that lack of skilled labour in the bread industry is the important reason for lack of quality production in India in general and Bangalore city in particular. Some of the bakers consider maintenance of equipment such as maintenance of oven is the major production problem facing now a days. The problem of labour shortage and machinery maintenance is also the major problem in the production of bread. Fluctuations in electricity or power shortage are problem faced in some parts of Bangalore. The cost of skilled worker is also high and is not affordable by all bakery industries. Lack of raw materials and availability of raw materials not causing so many problems because now a day's all quality raw materials are easily available in market.

5.9. Problems in Marketing of Breads

The problems involved in the marketing of bread are mentioned in the table 4.5. The short shelf life of the bread is the major problems in the marketing of the bread. Mostly the max shelf life for the bread is 4 to 5 days. Thus, it decreases the keeping qualities of the bread. The bread should be kept in cool place to retain its quality so it is important to

maintain the temperature to store it. The margin in bread is very low and the retailer get very less profit margin so the retailer will keep 8 to 10 maximum 15 bread of each variety in the stock. So that it can be sold soon.

Bread is one food product that is less season oriented demand. The demand of bread in Christmas time will be more. But the demand of bread will be less in some Hindu festival time. Now a day government is increasing the price of fuel every now and then. Thus the cost of transportation also increases frequently. In bread price margin is less thus profit received is very less. Thus major problems in marketing of Breads short shelf life, low margin in cost and maintaining the keeping quality. Now in market hundreds of different brands of breads are available so there is a tough competition in market and brands has to make their stable position in market by providing high quality and better service.

5.10. Factors affecting Consumer Preference for Breads

The factors affecting the consumer preference for breads is presented in the Table 4.8. It is clearly indicated in the table that consumer gives rank I to quality of bread because in the recent time people have become more of quality conscious. Quality of bread is the important characteristics that are acceptable to the consumer. After quality, nutrient content is given rank II. Bread contains the calorie less than the junk food so it can be considered as an alternative for junk food. Apart from this bread is good source of energy. In the modern time there are varieties of bread available which are beneficial for health such as whole grain bread, multi cereal bread, pita bread, high fibrous bread, diabetic bread.

Hygiene is given rank III after nutrient content. Bread is sometime considered as the synonymous with food, which will reach with more hygienic condition to the consumers. The shelf life of bread depends on a variety of factors such as the best by date, the preparation method and how it was stored. Bread is made of flour, water and yeast. Because of relatively low cost and high calorie density, Bread is one of the most popular food staple in the world. It is so versatile that it can be prepared and sold in variety of shape and size.

Bread is the food products that are readily available. There are some specialty stores exclusively for breads have been developed in modern cities. The factor brands image least for bread preference is least considered because most of the consumers among the sample are quality and health conscious rather than brands conscious. But few consumers among the sample are keen for the brands since it is one of the ways to symbolize the status and brands awareness. Bread appearance, packaging, retailer influence and advertisement are some of the factor for whom consumer are least bother about. Few consumers considered good packaging as the factor for preferring the bread. From the study it can be concluded that consumer doesn't prefer bread because of advertisement.

SUMMARY & PRACTICAL UTILITY

CHAPTER VI

SUMMARY AND PRACTICAL UTILITY

India is the world's second largest producer of food next to china and has the potential of being biggest industry with food and agricultural sector. Food accounts for the largest share of consumer spending. In the processed food industry, Bakery industry today has an important place in the industrial map of the Country. The bakery industry comprises mainly of bread, biscuits, cakes and pastries manufacturing units. Though there are several large and small scale organised units, manufacturing both bread and biscuits, most of the bakery products in India are being produced by unorganised small family units. Bakery products once considered as a sick man's diet have now become essential food items of vast majority of population in India. It is becoming popular even in places where rice has been the staple food.

A study of consumer preference for national versus store brands of breads was conducted to know the various available store and national brands and type of breads in Bangalore city, consumption pattern of consumer with regards to the breads, factors influencing the consumer preference were detailing studied. Various problems in production and marketing of breads also studied.

The objectives of the study are:

1. To identify the different types of breads and major brands in Bangalore city,
2. To analyze the consumer preference towards bread and their brands and
3. To document the problems faced in bread production and marketing.

The study was conducted in Bangalore city because of its cosmopolitan nature which gives a wide scope for studying the consumer preference towards breads and their brands. Simple random sampling method was adopted to select the respondents. The sampling was done in different localities of Bangalore. A total 80 respondents 10 bakeries were interviewed. The data was collected by personally interviewing the respondents using a pre tested structured schedule.

The sample was post classified into four income groups namely, Low income group (LIG), Middle income group (MIG), Upper middle income group (UMIG) and High income group (HIG).

Nature and source of data

The study is based on primary data. The Primary data were obtained from the consumer and retailers using pre-tested schedule through personal interview for evaluating the objectives of the study. The secondary data regarding bread was collected from the journals, published reports and websites.

Major findings

1. Majority (55 %) of bread consumer were belonging to the age group of 25 to 34 years.
2. Eighty five per cent of consumers are having education level up to graduation.
3. Most of the families among the sample are small size having 2 to 4 family members.
4. Among the sample, 30 per cent of the consumers are middle income group having income Rs. 20,000 to 30,000 per month.

5. Purchasing a bread the characteristics such softness, quality, hygiene and health, price are considered as the major factors. Among sample 93.75 per cent of the respondents prefer mainly these characteristics for purchasing bread.
6. Among the sample 61 consumers are loyal to the brands of bread they purchase and have confirmed that they are using the same brands of bread even if the price increases.
7. Among the sample, 64 consumers prefer fruit bread, 59 consumers prefer sweet bread, 49 consumers preferring sandwich bread. This indicates the consumers are keen for the fruit bread.
8. Unbranded breads are preferred by consumers 61.25 per cent (highest) in Bangalore city. Unbranded breads are generally preferred on regular basis because of its cheaper price and easy availability.
9. After Unbranded breads, the next preferred is modern bread preferred by consumers 10(12.75 %) because of increase in brands.
10. Popularity of store brands is more in Bangalore city rather than National brands. With opening of large numbers of store brands in Bangalore city the option for the purchase of bread has increased.
11. Lack of skilled labour and maintenance of equipment are the major problems in production of bread followed by labour shortage.
12. Short shelf life, storage value and low margin are the major problems in marketing of bread.
13. The factors responsible for purchasing the bread by consumers are quality, nutrient content and hygiene.
14. Bread is now available in various varieties and brands. Thus, consumers have so many choices for their purchase.

Conclusions

1. Irrespective of income groups, the breads were consumed by most of the respondents. However, there was a variation in the quality demand of various types of bread. Particularly, the small income groups are not so fond of purchasing branded bread rather they will prefer local bread. From this, it can be concluded that people in Bangalore city prefer more store brands bread than to local bread in particular over national brands of bread.
2. From marketing point of view, the bread should be produced keeping in view the quality, tastes, and hygiene and consumer perception towards bread. Thus, bread should be produced and positioned according to the consumer's need.
3. The consumer will prefer particular brands of bread based on quality, good tastes, nutrient content, availability of the bread in all the store, availabilities in different quantities and brands image. Hence, the bakers should concentrate on all these above said attributes to survive in market and to produce high quality bread.

Practical Utility

1. There is lot of scope to produce the bread with more shelf life, high keeping quality, and taste and value addition in order to increase the consumer's perception towards bread.
2. There is a great need for research and development in preparation of varieties of bread both in store and national brands so as to meet the requirement consumer needs and demand.
3. A careful selection of product mix is necessary based on the local market demand and availability of raw materials. The existing

facilities can be utilized to manufacture breads of different recipes for efficient utilization of capacity.

4. Unlike other sector, in bread industry National players are not playing a key role in the market but the small scale industry can survive in this sector in spite of disputes. Thus in bread industry the store brand and small scale industries are market leaders.
5. The manufacturer has to consider the taste and preference of consumers such as softness, fat content, moisture content, brand image, quality, colour while preparing the product thus, it will be helpful for the firm who want to enter into manufacturing and marketing business
6. The brand loyalty of the consumers can be improved by the providing the quality breads to consumers followed by advertisement through mass media.

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CHAPTER VII

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